

Rep Order# 6861961 Ver# 1 Status New Traffic Order# Printed: 10/08/2012 4:32 PM 1 of 3

Last Received: 10/08/2012 3:25 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () FORBES FOR CONGRESS
Product RANDY FORBES
Estimate# 2659
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Agency C/P1/P2/E 37/53/2659
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: FORBES FOR CONGRESS SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	2	W	5A-6A	WAVY NEWS-5A	:30	\$300.00	10/10-10/10	1	1	1	\$300.00	
Rating: 5.1												
	3	TH	5A-6A	WAVY NEWS-5A	:30	\$300.00	10/11-10/11	1	1	1	\$300.00	
Rating: 5.1												
	4	F	5A-6A	WAVY NEWS-5A	:30	\$300.00	10/12-10/12	1	1	1	\$300.00	
Rating: 5.1												
	5	M	5A-6A	WAVY NEWS-5A	:30	\$300.00	10/15-10/15	1	1	1	\$300.00	
Rating: 5.1												
	6	SA	8A-10A	SATURDAY TODAY	:30	\$300.00	10/13-10/13	1	1	1	\$300.00	
Rating: 4.2												
	7	SU	8A-9A	SUN TODAY-NBC	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
Rating: 7.0												
	8	SU	9A-10A	MEET PRESS-SUN	:30	\$1,200.00	10/14-10/14	1	1	1	\$1,200.00	
Rating: 3.9												
	9	M	8P-10P	THE VOICE	:30	\$2,200.00	10/15-10/15	1	1	1	\$2,200.00	
Rating: 8.0												
	10	M	6A-7A	AM NEWS	:30	\$700.00	10/15-10/15	1	1	1	\$700.00	
	11	W	9P-10P	LAW&OR SVU	:30	\$800.00	10/10-10/10	1	1	1	\$800.00	
Rating: 3.7												

EC'd Yes Last Received: 10/08/2012 3:25 PM

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Station WAVY-TV NORFOLK, VA. Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
Advertiser () FORBES FOR CONGRESS & PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA
Product RANDY FORBES ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 2659 Agency C/P1/P2/E 37/53/2659
Buyer Ben Angle Flight Dates 10/09/2012 - 10/15/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	23	M	2P-3P	THE DOCTORS	:30	\$75.00	10/15-10/15	1	1	1	\$75.00	

---REPORT TOTALS---

Report Totals: 23 / \$16,175.00

---SALES MONTHLY TOTALS---

Oct 12: 23 / \$16,175.00
Sales Totals: 23 / \$16,175.00
Station Totals: 23 / \$16,175.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$16,175	CATV 0%	WAVY 100%	WGNT 0%	WPXV 0%	WTKR 0%
		WTVZ 0%	WVBT 0%	WVEC 0%		

---COMPETITIVE COMMENTS---

COMPETITIVE TO FOLLOW

Books NOV11, MAY12, ENOV12
Demos RA3564

--- CREDIT RISK ---

CASH IN ADVANCE